Amendments to the Specification

Please replace the paragraph beginning on page 2, line 18 as follows:

A banner ad may comprise an advertisement that typically runs across a web page or is positioned in a margin or other space reserved for ads. Common forms of banner ads are GIF (Graphics Interchange Format) images / movies, and so called rich media content, which may consist of several HTML components and images. In addition to adhering to predefined spatial dimensions, many web sites limit the size of the file to a certain number of bytes so that the file will display quickly. The most common larger banner ad is currently 468 pixels wide by 60 pixels high (i.e., 468 x 60). Other banner ad sizes include 300 x 250, 250 x 250, 240 x 400, 336 x 280, 160 x 600, 125 x125, and 120 x 90 pixels. These and other banner sizes have been established as standard sizes by the Internet Advertising Bureau (IAB), and are described in more detail at the IAB.NET website under "Ad Unit Guidelines~~<http://www.iab.net/iab_banner_standards/bannersource.html>~~."

Please replace the paragraph beginning on page 9, line 4 as follows:

In one exemplary embodiment, content 18 may comprise content objects that are of a standard format. For example, banner ads and other forms of advertising, generally come in a standard size and format, such as 468 pixels wide by 60 pixels high. Smaller sizes include 125 by 125 and 120 by 90 pixels. These and other banner sizes have been established as standard sizes by the Internet Advertising Bureau (IAB). Figure 6 depicts a sampling of different sizes for banner ads that are commonly found on the internet as reported by Adknowledge™ at ~~<www.adknowledge.com>~~ their website. It should be recognized however, that the present invention is able to enhance banner ads (or any other content) of any dimension, including standard banner ad sizes, in real time at the client system 12, thereby providing a seamless solution for banner ads being served from ad servers. In this context, "real time" refers to the fact

that the content object can be altered by the RCES without prior adjustment, customization, or any other preparation of the content object for its use by the RCES. The RCES can also enhance content in "real time" in the sense that the RCES does not have to be alerted as to the specifics of the content being inputted, but rather can interpret the content and then enhance it on-the-fly.

Please replace the paragraph beginning on page 10, line 6 as follows:

It is understood that the various methods ~~devices, mechanisms, modules and systems~~ described herein may be realized in hardware~~, software,~~ or in a combination of hardware and software. They may be implemented by any type of computer system that may include various devices, mechanisms, and machine readable medium that includes program code - or other apparatus adapted for carrying out the methods described herein. A typical combination of hardware and software could be a general purpose computer system with a computer program that, when loaded and executed, controls the computer system such that it carries out the methods described herein. Alternatively, a specific use computer, containing specialized hardware for carrying out one or more of the functional tasks of the invention could be utilized. The present invention can also be embedded in a computer program product, which comprises all the features enabling the implementation of the methods and functions described herein, and which - when loaded in a computer system or other apparatus that [[-]] is able to carry out these methods and functions. Computer program, software program, program, program product, or software, in the present context mean any expression, in any language, code or notation, of a set of instructions located on a machine readable medium intended to cause a system having an information processing capability to perform a particular function either directly or after either or both of the following: (a) conversion to another language, code or notation; and/or (b) reproduction in a different material form.

Please replace the paragraph beginning on page 11, line 1 as follows:

Referring now to Figure 2, enhancement mechanism 26 is shown in greater detail. Enhancement mechanism 26 comprises a request/load module 28 or a loader 38, an application programming interface (API) 30 and an enhancement module 32. Request/load module or loader 28 is responsible for requesting content from the server, e.g., a banner ad, and then loading the content. Once loaded, the information associated with the content, typically graphics data, is passed through API 30 to enhancement module 32. Because a standardized API 30 is utilized in the enhancement module, any number of different types of enhancement modules 32 can be utilized. Accordingly, for example, a banner ad can be loaded and enhanced in one of many different ways. In a preferred exemplary embodiment, RCES 14 selects the enhancement module 32 that will be downloaded as part of enhancement mechanism 26. As an example, the enhancement modules may comprise different game applets that can allow an end user to interact and play with a banner ad integrated into a game. While the request/load module 28 and enhancement module 32 are preferably implemented as Java type applets, it is understood that these modules can be implemented in any format by those skilled in the art in the present or future. A Java applet is a computer program written in the Java language intended to run embedded in a web browser. The Java Virtual Machine (VM) is that component of the web browser that is responsible for executing java applets.

Please replace the paragraph beginning on page 12, line 12 as follows:

Enhancement modules 40, as described above, provide a predetermined type of enhancement to a content object requested by a web page. Different types of object enhancements that provide a gaming feature are shown in Figures 7-13. In particular, the examples convert banner ads (i.e., content) into games (enhanced content). For instance, Figure 7 depicts a game entitled JIGSAW, in which a banner ad is scrambled 50, and the user must reorder the puzzle pieces to form the original banner 51. This comprises a first type of game wherein the

banner ad is "scrambled," and the game is essentially played within the banner ad space. Figure 8 depicts BREAKOUT, in which the banner is comprised of a plurality of bricks that are removed when a ball hits a brick. Here the banner ad is dismantled during game play, and a portion of the game play exists outside of the banner ad. Figure 9 depicts MAZE, which provides a maze overlaying a banner ad. Here the banner ad is more or less kept intact, with the game superimposed on the surface. Figure 10 depict BETRIS, in which blocks forming pieces of a banner ad are manipulated as they are dropped. Figure 11 depicts BANNER TRIVIA, in which trivia questions associated with the banner are displayed along with the banner ad. In this case, the game is ancillary to the banner ad, which remains intact. Figure 12 depicts MATCH GAME in which each of the dots represent portions of a banner ad that must be matched. Figure 13 depicts a second JIGSAW game in which a different sized banner ad is used. These games are displayed at ~~<www.hotprize.com>~~ the HOTPRIZE.COM website, which is hereby incorporated by reference. For each of the games, tokens may be awarded for successfully completing a game, and later redeemed for prizes, (e.g., using a prize wheel).